

Hamid Reza Baensaf

Product Manager

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PROFESSIONAL SUMMARY

Strategic Product Manager with extensive experience in **Fintech**, **Crypto**, and **HR-Tech** sectors. Former Deputy CEO of a software company, bringing a unique executive perspective to **product strategy**, **stakeholder alignment**, and **cross-functional leadership**. Proven ability to drive **growth**, **launch high-impact products**, and align **product vision** with **business goals**.

EXPERIENCE

TES, Sarmayeh Banking App — *Product Manager* (FinTech)

Tehran, Iran - On-site | Dec 2024 - Aug 2025

- Collaborated with TES's **Technical team** to improve **Sarmayeh mobile app** as a **Banking platform** with best practices in **Markets needs**.
- Defined & **Tracked KPIs** to optimize app **Performance** and **Retention**.

Novin Dev — *Product Manager* (FinTech)

Shiraz, Iran - On-site | Dec 2023 - Dec 2024

- Launched global **Crypto** and **Gold Trading** platform with built-in match making **Engine** and self hosted **Nodes**.
- Developed high-end **Private Banking** features and experience tailored to **HNWIs** (High-net-worth individuals) like **Merchants**.
- Built and **Mentored Product Teams** to ensure delivery excellence.

Armano — *Product Manager* (HR Tech)

Quebec, Canada - Remote | Dec 2019 - Dec 2023

- Spearheaded the **Development** and **Launch** of **SaaS-based HRMS** Platform, [ARMANO.IO](#) enhancing **Transparency** and **Efficiency** in HR processes from **Hiring** to **Performance management**.
- Led cross-functional **Teams** to ensure **Feature alignment** and **Quality**.

ParsDev — *Deputy CEO* (Management)

Shiraz, Iran - On-site | Jan 2017 - Dec 2019

- Built a **Software company** from zero, established office equipment, **Hired 30+** Technical **Staff**, created company **Policies** and **Structures**.
- Directed daily **Operations** across **HR**, **Finance**, **Admin**, **Sales**, and **Product** departments.
- Oversaw **Product strategy**, **Team leadership**, **Budgeting**, and **Stakeholder management** across all departments.

EXPERTISE

- Banking & Fintech**
- HR-Tech & AI**
- BlockChain & Crypto**
- Strategy & Leadership**
- Agile & SAFe Framework**

EDUCATION

B.Sc. in Industrial Management

Science and Economy

Islamic Azad University

Shiraz | 2016 - 2021

LANGUAGES

- English** (Professional)
- Persian** (Native)

Certificates

- Product Management Pro. Aha!*
- Career Essentials in Generative AI Microsoft*

[15+ LinkedIn Certifications about:](#)

- Product Management**
- Product Strategy**
- Product Innovation**
- Product Analytics**
- Product Marketing**
- Market Research**
- Business Development**